

"NEW JERSEY'S LARGEST AND OLDEST COLORED WEEKLY NEWSPAPER"

(ESTABLISHED 1928 AS NEWARK HERALD)

NEW JERSEY
Herald News
Combined with THE NEWARK HERALD

F. W. MARTIN
PRESIDENT

PUBLISHED BY HERALD NEWS PUBLISHING CO., Inc.

130 WEST KINNEY STREET

NEWARK, NEW JERSEY

PHONE MARKET 2-9799

R. L. MARTIN
SEC.-TREAS.

April 4 1940.

Mrs. Effa Manley
55 Somerset Street,
Newark, N.J.

My dear Mrs. Manley:

I am writing you this letter because I want to bring a matter officially to your attention. It concerns the handling of publicity for the Newark Eagles for the coming season.

In past years you have offered the explanation for employing a white publicity man to the fact that a Negro could not get the releases in the white daily papers. There may be some justification in this position but when put under careful investigation it sort of pales into insignificance.

In the first place, 98 per cent of your attendance at games at Ruppert Stadium is colored. Suppose the Negro papers took the same position as white and said they wouldn't print anything released by a white press agent, what would happen? After all, yours is a colored enterprise, chiefly supported by Negroes and the benefits should go to members of that race.

I have been drawn rather close to you and Mr. Manley during the recent fight to change conditions in the Negro National League. This association has made me feel quite keenly the many headaches that come to people placed in your position. I have willingly given you the benefit of my experience and training and will continue to do so. Money has never been the test of my loyalty or friendship and never will be.

Since, it is necessary for you to have someone to handle your publicity, and if you feel that I am capable of doing the job, I would like to have the opportunity of serving in that capacity. I do believe that I could make it one of the best investments you have made yet. No white publicity man could be of much assistance to you in the many things you hope to do to improve the condition of Negro baseball. In fact, he would be a detriment. The only spot you were vulnerable in your fight for Negro domination of the league was the fact that you employed a white publicity man—a thing that was taken full advantage

"TWELVE YEARS OF CONTINUOUS PROGRESS"

"NEW JERSEY'S LARGEST AND OLDEST COLORED WEEKLY NEWSPAPER"

(ESTABLISHED 1928 AS NEWARK HERALD)

NEW JERSEY
Herald News
Combined with THE NEWARK HERALD

F. W. MARTIN
PRESIDENT

PUBLISHED BY HERALD NEWS PUBLISHING CO., INC.

130 WEST KINNEY STREET

NEWARK, NEW JERSEY

PHONE MARKET 2-9799

R. L. MARTIN
SEC. TREAS.

-2-

of by Cum Posey in his articles in the Negro press. Members of the colored press have seen fit to criticize and question your real racial loyalty and interest when the Newark Eagles have come up for discussion. The only fault any of them found with the Manleys was the fact that a white press agent was employed when a Negro could be found capable of doing the job.

I am not writing this letter in any spirit of malice or criticism but only to make available to you as many facts in the case as possible. After all, it is your investment and you are the one to say how your money shall be spent. I only say that if I can be of service to you in this capacity, I am at your service.

Very truly yours,

Butts

Oliver "Butts" Brown

OBW/w

"TWELVE YEARS OF CONTINUOUS PROGRESS"